

# ANITA LETTINK

Advisor

Speaker & Writer

Founder HRTechRadar.com

## PROFILE

**Anita Lettink** brings insights and perspectives about the future of the global workforce to companies, investors, startups, and organizations worldwide. She challenges her audience to imagine *what's next* and helps them understand what they can do today to get ready for tomorrow. Her work offers a blend of reality-based thinking founded on data and combined with a visualization of the new world of work.

*"Anita inspires everyone around her to look at things differently, and to challenge how they do things with an eye towards the future: even if this works for us today, is this good enough for tomorrow?"*

## FOCUS

**Advisor:** Anita helps companies imagine a new world of work. Her areas of expertise include strategy, the future of the global workforce, and technology. Anita's work helps people prepare for and adapt to a future of work that doesn't exist yet. Through presentations and workshops, she challenges current thinking by building intriguing "what if" scenarios as a way to discuss ideas with far reaching implications. She is known for bringing the future closer by translating the vision into an actionable roadmap: Every engagement is tailored to a client's specific goals and you can expect engaging, pragmatic advice that you can use to achieve tangible results when executing workforce strategies.

**Speaker & Writer:** Anita enjoys speaking in front of audiences large and small. She has presented at a wide range of public and in-company events, focusing on the future workforce and the role of technology. All talks are customized to the audience and no keynote is alike. Anita also writes a weekly newsletter, maintains 2 blogs and regularly contributes to news publications and online magazines.

**Founder:** Anita is the founder of HRTechRadar.com, a community that showcases new HR, pay and work technologies. The community bridges the gap between HR leaders, startup founders and investors and helps them connect, so they can easily find the latest workforce solutions. She also works with startups to define client-focused value propositions and with investors to execute due diligence programs.

## BACKGROUND

**Professional:** Anita was SVP Strategy & Alliances and member of the executive team at NGA Human Resources, a market leader offering innovative HR business solutions through Outsourcing, Consulting and Technology. She worked at NGA HR from 2001-2020 and has an in-depth understanding of the industry.

Anita played a key role in growing NGA's global presence through strategic selling, business development, establishing partnerships with market leading vendors and creating new offerings. She built close relationships with large, global customers and was the driving force behind the strategic HR2025 program. She also initiated and sponsored diversity & inclusion programs.

Prior to NGA, Anita worked in technical roles for a variety of companies. She has lived in the United States and Germany, worked in many countries around the world and is based in the Netherlands.

**Education:** Anita holds a Master of Arts degree and an Education certificate from the Free University of Amsterdam. She also studied at the Eberhard Karls University in Tübingen, the Open University of the Netherlands and Vlerick Business School in Brussels.

**Volunteering:** Anita mentors several startup founders and helps organize and co-chair industry conferences. She participates in the Diversity Mentoring program of the University of Amsterdam, which helps foreign students navigate the road to employment. She mentors young entrepreneurs as a partner of Jong Ondernemen. Anita was a long-term volunteer at the YMCA.

**Interests:** Anita loves to run, especially when she travels. She also enjoys practicing martial arts. She reads (and buys) too many books.

## CONTACT

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